

# Occupational Outlook Report

## Marin County 1998-99



\$15.00

# *Marin County*

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## Occupational Outlook Report 1998-99

A Product of and Sponsored by:

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Marin County Board of Supervisors  
Marin County Private Industry Council  
Marin County Department of Health & Human Services  
State of California Employment Development Department  
California Occupational Information Coordinating Committee



In Cooperation With:

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College of Marin  
Marin County Office of Education  
Tamalpais Adult High School District  
California Department of Rehabilitation  
Marin Employment Connection Community Partners

## ACKNOWLEDGMENTS

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## ABOUT THE:

### CCOIS

The 1998 Marin County Occupational Outlook Report is produced in conjunction with the California Cooperative Occupational Information System (CCOIS), which has been producing reports for other California counties since 1986. The CCOIS aggregate report contains information on all 58 California counties and on all of California's workforce. No other source of occupational information offers the up-to-date, local labor market focus that is found in this and other CCOIS reports.

The mission of the CCOIS is "to improve the match between employers' needs for skilled labor and the skills of the California workforce. This is accomplished by providing current localized information which results in better labor decisions. These decisions are made by job seekers, employers, policy makers, legislators, training staff, students, educators, counselors, administrators and others who prepare people for, and help them to obtain work."

For additional information or to order other publications, contact:

Employment Development Department  
Labor Market Information Division  
7000 Franklin Blvd., Suite 1100  
Sacramento, CA 95823-1820  
(916) 262-2162  
Internet: <http://www.calmis.cahwnet.gov/>

Your opinion counts...your participation in completing the questionnaire enclosed in this publication is appreciated. Your response will help us to insure that our work meets the needs of our customers.

Thank you.

### MARIN COUNTY PRIVATE INDUSTRY COUNCIL (PIC)

PIC is composed of representatives of private industry, labor, education, and community service organizations, with the goal of meeting the needs of both employers and job seekers. PIC is the local oversight body for federal and state employment and training funds, including the funding for this survey project.

## MARIN EMPLOYMENT CONNECTION

The Marin Employment Connection (MEC), in alliance with the Marin County Private Industry Council (PIC), the County Department of Health and Human Services, the State of California Employment Development Department (EDD) and more than 30 community programs and agencies, provides a broad range of services to businesses and employers, and to job, education and training seekers.

### BUSINESS RESOURCES

- Financial incentives
- Informational seminars and workshops
- Labor market information
- Publications and technical assistance
- Recruitment and screening of job applicants
- Small business development
- Tailored training

### JOB SEEKING ASSISTANCE

- Adult basic education
- Career guidance and counseling
- Computer-based learning labs
- Job development and placement
- Job search workshops
- On-line job search assistance
- Self-service resource centers
- Vocational training

For more information, call the Marin Employment Connection (415) 499-7845.

## MARIN COUNTY

Marin County is a triangular-shaped area, located north of the Golden Gate Bridge, south of Sonoma County, bordered on the west by the Pacific Ocean and 54th in size of California's 58 counties. Its population has grown from several hundred in the mid 19th century to approximately 245,000 today. Many of the early settlers developed Marin's dairy industry, which remains a center of activity in the western areas of the county. The climate is temperate, with warm, dry summers, featuring coastal fog, and the mostly moderate winters feature periods of heavy rain. Subtropical plants and trees abound, with an abundance of large Eucalyptus trees visible throughout the county.

Marin County has a diverse population and broad range of employment and business opportunities. Home-based businesses are prevalent and an increasing number of Marinites are employed in high technology industries. Public transportation is very good and thousands of the county's employees commute into Marin on a daily basis from surrounding counties, to help fill its approximate 100,000 jobs. This job total is projected to increase to 105,000 - 110,000 by 2001.

The employer community includes approximately 9,400 businesses, with 97% of them with less than 50 employees. Some notable large employers include Autodesk, County of Marin, Fair Isaac, Fireman's Fund, and the Lucas Companies. Agriculture remains alive in the county and weekly farmer's markets reflect an ongoing attention to the growing of produce. As of December, 1998, the Marin County labor force is approximately 134,000 with an unemployment rate of 2.0%, the lowest in California. The three largest occupations - retail sales, cashiers and general managers - comprise over 8% of the county's labor market. It is anticipated that, with the increasing emergence and importance of technology, these trends will shift in the near future.



## INTRODUCTION

This is the third year that a Occupational Outlook Report has been produced for/by the County of Marin. The information presented in this report was collected and analyzed by the staff of the Marin Employment Connection (MEC) and the Marin County Department of Health & Human Services. Questions regarding the information in this report should be directed to the MEC. The research methods and terminology are explained to assist the reader in understanding and maximizing the report's use.

### ***Possible Uses for this Report***

#### CAREER DECISIONS

Career counselors and job seekers can determine occupational choices based on skills, abilities, interests, education and personal needs. The localized information in this report is easy to understand and includes employer evaluations and preferences, wages and benefits, supply and demand assessments and more.

#### CURRICULUM DESIGN

Training providers can assess and update their curriculum based on current employer needs and projected trends, as indicated in this report.

#### ECONOMIC DEVELOPMENT

Local government agencies and economic development organizations will find information on the labor pool, such as occupational size, expected growth rates, and wages, useful in determining the potential for business growth and development within Marin County.

#### HUMAN RESOURCE MANAGEMENT

Small business owners and corporate human resource directors can use this report to determine competitive wages and benefits, improve their recruitment techniques and assess the availability of qualified workers for business relocation or expansion purposes.

#### PROGRAM PLANNING

This report provides planners and administrators with local employment and training information, occupational size and expected growth rates. Program planners can use this data to evaluate, eliminate, improve and plan new programs.

#### PROGRAM MARKETING

This occupational information is reliable, locally developed and can be used by economic developers, employers, training providers and job placement specialists to market their programs and services more effectively.



## THE PROGRAM METHODS

### OCCUPATION SELECTION

The first step in the 1997 project was to identify the occupations to be researched. A preliminary list of occupations was developed by potential users of the labor market information while attending community meetings designed for this purpose. These users included program administrators, vocational planners and counselors, employers and others. The partners of the Marin Employment Connection were valuable during this process. Criteria used for selecting occupations were:

- The occupation was to have a substantial employment base in the county;
- There was a substantial number of projected job openings in the county; and
- The potential salary level was \$7.00 an hour or more.

### TITLES AND DEFINITIONS OF OCCUPATIONS

The occupation has a job title and a definition which identifies the various activities and functions of the worker. Occupations represent what workers do. The titles and definitions used in this report are based on the Occupational Employment Statistics (OES) dictionary published by the U.S. Department of Labor of Bureau of Labor Statistics (BLS), May 1992. BLS uses the OES definition which describes the tasks involved within the occupation. Examples of OES occupational titles include: Bakers-Bread and Pastry, General Office Clerks, and Writers and Editors.

### SURVEY SAMPLE SELECTION

After the occupations are selected and defined, an employer sample is developed for each occupation. One consideration in drawing the employer sample was to identify the industry classification.

An industry title represents the economic activity in which a firm is engaged. Industries are classified according to or following the Standard Industrial Classification manual. There are nine major industry groups. Some examples of industry groups are agriculture, construction, manufacturing and retail trade, which contain almost 900 detailed industry categories. Every firm in the state is classified in one or more of these detailed industry categories, according to the product or service they render.

Labor Market Information Division (LMID) staff, using detailed databases on employers and occupational staffing within industries, chose a representative sample of employers for each of the occupations. This sample was carefully reviewed by MEC staff. Employers were added and deleted, as appropriate, to obtain a sample of 40 potential employers.

## QUESTIONNAIRE DEVELOPMENT

A standard questionnaire reviewed by MEC is used for all occupations. EDD developed the questions to be asked for each occupation.

## SURVEY PROCEDURES

The following survey procedures were used:

- Questionnaires, along with a cover letter explaining the goals and objectives of the CCOIS program, were mailed to all employers included in the survey sample. Employers were given approximately a three-week "window" period in which to respond. Those who did not respond were called directly in an effort to obtain the information through telephone interviews.
- All surveys were reviewed to ensure accuracy and completeness. Employers were contacted, if answers were unclear or conflicted with other answers and information obtained about the occupation.
- If a sufficient number of responses could not be obtained in a reasonable time with the finalized list of up to 40 employers, additional employers were added to the list based on knowledge of local firms, the firms listed in the Yellow Pages, or the firms listed with the Chamber of Commerce.

## TABULATION AND RESULTS

The survey responses were entered into a database and tabulations were produced. From those tabulations the data was analyzed and the final Occupational Summaries were prepared. Each occupational summary provides information on wages/benefits, employment trends, training and experience, and other information, such as gender, promotion, and available training. Specific employer information is confidential.

## THE OCCUPATIONAL SUMMARIES

The following descriptions are provided to explain each section of the occupational summaries. Occupations are listed alphabetically by their title. The Occupational Employment Statistics (OES) Code, number of responding firms and alternate titles are provided at the beginning of each summary.

## DESCRIPTON

The titles and descriptions are based on the OES Dictionary published by the Bureau of Labor Statistics, May 1992, and published by the U.S. Department of Labor, Employment and Training Administration, Fourth Edition. The occupations were selected for survey based on the needs of local users of occupational information. The one or two alternate titles most used by employers are also listed.

## WAGES AND BENEFITS

### HOURLY WAGES

The standard definition of wage data categories enable comparison of salary ranges across occupations. The ranges are based primarily on employer surveys and contracts with unions. Extreme answers may be excluded. Union wages are reported separately, when union employment represents 20 percent or more of the total workers in the occupation. The only exception is if confidential data might be revealed. The wages reported are based on data collected from July 1998 through December 1998 and reflect the following categories.

|                                    |  |
|------------------------------------|--|
| New to firm, no experience         | The wages of persons trained or untrained, but with no paid experience in the occupation.  |
| New to firm, experienced           | The starting wages paid to journey-level or experienced workers newly hired at the firm.   |
| Three years with firm, experienced | The wages generally paid to workers with three years journey-level experience at the firm. |

Within this section, the workweek also is addressed.

When reference is made to "all," "almost all," "most," "many," "some," or "few," the following definitions apply:

|                      |                                  |
|----------------------|----------------------------------|
| All Employers        | 100% of respondents              |
| Almost All Employers | 80% up to but not including 100% |
| Most Employers       | 60% up to but not including 80%  |
| Many Employers       | 40% up to but not including 60%  |
| Some Employers       | 20% up to but not including 40%  |
| Few Employers        | Less than 20%                    |

### BENEFITS

Employee benefits offered by employers are identified in full time and part time categories.

## EMPLOYMENT TRENDS/SIZE

### OCCUPATIONAL FORECAST

This information comes from occupational forecast tables prepared by EDD. These tables provide past, present and future employment by occupation and projected job growth rates for occupations in Marin.

## SIZE

The term used to describe the employment level of a particular occupation refers to its estimated number of workers in the occupation. Occupational size in Marin County is measured using the following scale:

|        |             |            |               |
|--------|-------------|------------|---------------|
| Small  | 156 or less | Large      | 313 - 678     |
| Medium | 157 - 312   | Very Large | More than 678 |

## GROWTH RATING

This report will use some standard terms to describe the expected growth rate for the outlook period. These trends are projected to three years in the future. These terms are:

|   |  |
|---|--|
| Much faster than average                  | = 1.50 times average or more                   |
| Faster than average                       | = 1.10 to but not including 1.50 times average |
| Average                                   | = 0.90 to but not including 1.10 times average |
| Slower than average                       | = less than 0.90 times average                 |
| No significant change, or remained stable |  |
| Decline                                   |  |

## JOB OPENINGS

For the occupations studied, the openings reported are the result of occupational growth and separations.

## AVERAGE GROWTH

The average growth rate for Marin County is displayed for comparison to the occupational growth rating.

## SUPPLY AND DEMAND

The terms used in this section of the summary refer to the relative difficulty employers experience in finding fully experienced and qualified applicants and inexperienced applicants (trained or untrained) who meet their hiring standards. The terms used in describing the local supply and demand situation found in the area at the time of the survey are defined as:

|                    |  |
|--------------------|--|
| Very Difficult     | Demand is considerably greater than the supply of qualified applicants. Employers often cannot find qualified applicants.            |
| Somewhat Difficult | Demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants. |
| A Little Difficult | Supply is somewhat greater than demand for qualified applicants.   |
| Not Difficult      | Supply of qualified applicants is considerably greater than demand, creating a very competitive job market for applicants.           |

## OCCUPATIONAL EMPLOYMENT

This section discusses the growth pattern for the last year and the next three years.

## TRAINING AND EXPERIENCE

### EDUCATION AND TRAINING

In this section the report reflects survey responses of employers. They were asked to respond on the level of education of their recent, new hires.

### EXPERIENCE AND OTHER REQUIREMENTS

This part of the report shows the responses to questions of whether work experience is required and whether employers are likely to accept training as a substitute for experience.

### JOB QUALIFICATIONS

The basic skills, knowledge, abilities and certification and licensing information described in this section are from LMID Library resource materials and not from the surveyed employer responses.

### RECRUITMENT TECHNIQUES

This section lists the major sources which employers reported using in their recruitment efforts.

## OTHER INFORMATION

### GENDER

The percentage of males and females from the surveyed employers.

### PROMOTION

This statement reveals promotional opportunities.

### AVAILABLE TRAINING

Marin based training providers are identified for each occupation, if applicable. A list of training providers' contact information and areas of study is located at the end of the report. This list of training providers only addresses the 18 studied occupations.

## MARIN COUNTY PREVIOUSLY SURVEYED OCCUPATIONS (1996-97):

| Occupation  | OES Code  |
|---|-----------|
| 96-Automotive Mechanics   | 853020    |
| 97-Billing, Cost And Rate Clerks  | 553440    |
| 97-Carpenters   | 871020    |
| 96-Child Care Workers   | 680380    |
| 97-Computer Engineers   | 221270    |
| 96-Computer Programmers, Including Aides                                | 251051    |
| 97-Computer Support Specialists   | 251040999 |
| 97-Customer Service Representatives                                     | 553350998 |
| 96-Data Processing Equipment Repairers                                  | 857050    |
| 96-Dental Assistants  | 660020    |
| 97-Electricians   | 872020    |
| 97-Financial Managers   | 130020    |
| 96-Gardeners, Groundskeepers-Except Farm                                | 790300    |
| 96-Heating, Air Conditioning and Refrigeration Mechanics And Installers | 859020    |
| 96-Home Health Care Workers   | 660110    |
| 96-Human Service Workers  | 273080    |
| 97-Industrial Production Managers                                       | 150140    |
| 96-Instructional Aides  | 315211    |
| 97-Janitors And Cleaners-Except Maids And Housekeeping Cleaners         | 670050    |
| 96-Licensed Vocational Nurses   | 325050    |
| 96-Maintenance Repairers-General Utility                                | 851320    |
| 96-Medical Assistants   | 660050    |
| 97-Medical Records Technicians  | 329110    |
| 97-Nurse Aides  | 660080    |
| 96-Paralegal Personnel  | 283050    |
| 97-Physical Therapists  | 323080    |
| 97-Printing Press Machine Operators And Tenders                         | 925430    |
| 96-Registered Nurses  | 325020    |
| 97-Salesperson-Retail (Except Vehicle Sales)                            | 490112    |
| 96-Secretaries, General   | 551080    |
| 96-Secretaries, Legal   | 551020    |
| 97-Secretaries, Medical   | 551050    |
| 96-Systems Analysts-Electronic Data Processing                          | 251020    |
| 97-Teachers-Elementary School   | 313050    |
| 97-Traffic, Shipping and Receiving Clerks                               | 580280    |
| 97-Truck Drivers-Heavy Or Tractor Trailer                               | 971020    |
| 97-Typists, Including Word Processing                                   | 553070    |

# BAKERS-BREAD AND PASTRY

15 Respondents Representing 124 Employees  
OES Code: 650210

Alternate Title: Pastry

## DESCRIPTION

Bread and Pastry Bakers mix and bake ingredients according to recipes to produce breads, pastries, and other baked goods. They produce goods in smaller quantities for consumption on premises or for sale as specialty baked goods.

## WAGES/BENEFITS

| WAGES:             | Low    | High    | Median  |
|--------------------|--------|---------|---------|
| No experience      | \$5.75 | \$ 9.47 | \$ 7.75 |
| Experience         | \$6.00 | \$13.75 | \$10.00 |
| 3 years Experience | \$7.50 | \$15.96 | \$12.00 |

Hours: Almost all employers report 40-hour workweeks. Many employers report 21-hour workweeks for part-timers. Few employers report 15-hour workweeks for seasonal workers.

| BENEFITS:         | Full Time  | Part Time |
|-------------------|------------|-----------|
| Medical Insurance | Almost All | Few       |
| Dental Insurance  | Many       | Few       |
| Vision Insurance  | Some       | Few       |
| Life Insurance    | Some       | Few       |
| Paid Sick Leave   | Many       | Some      |
| Paid Vacation     | Almost All | Some      |
| Retirement Plan   | Some       | Few       |

## EMPLOYMENT TRENDS/SIZE

### OCCUPATIONAL FORECAST 1994 - 2001

Size: Medium (1994 employment 190)  
Growth Rating: Faster than Average (15.8%)  
Job Openings: 70  
Average growth for all occupations in Marin County is 11.7%.

### SUPPLY/DEMAND ASSESSMENTS

*How difficult is it to find applicants?*

|                 |                           |
|-----------------|---------------------------|
| Fully Qualified | <i>Somewhat Difficult</i> |
| Inexperienced   | <i>Somewhat Difficult</i> |

### OCCUPATIONAL EMPLOYMENT DURING:

|               | Last Year | Next 3 years |
|---------------|-----------|--------------|
| Remain Stable | Many      | Many         |
| Grow          | Many      | Many         |

## TRAINING AND EXPERIENCE

### EDUCATION AND TRAINING

|                              |            |
|------------------------------|------------|
| 1. Less than High School     | Few        |
| 2. High School or Equivalent | Almost All |
| 3. Some College              | Few        |

### EXPERIENCE AND OTHER REQUIREMENTS

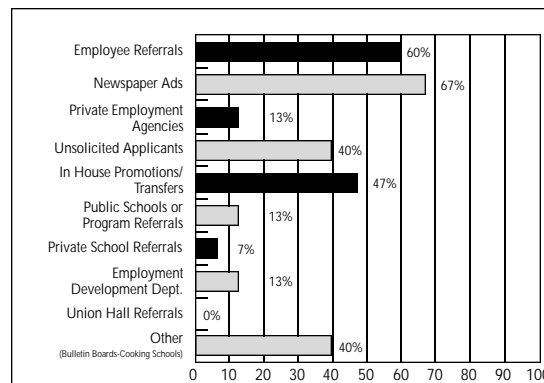
|   | Never | Sometimes | Usually | Always |
|---|-------|-----------|---------|--------|
| Work experience required:                   | Few   | Some      | Some    | Some   |
| Training as substitute for work experience: | Some  | Most      | Few     | Few    |

### JOB QUALIFICATIONS

*Ability to:* follow safe work practices; work part time, on call, nights, weekends, and holidays; stand continuously for 2 or more hours; meet sanitation requirements.

*Skills in:* interpersonal.

### RECRUITMENT TECHNIQUES



## OTHER INFORMATION

### GENDER

Male: 59% Female: 41%

### PROMOTION

Most employers promote to higher rated jobs.

### AVAILABLE TRAINING

Marin County Office of Education,  
Regional Occupational Program (ROP)

\*Legend: All=100%; Almost All=80-99%; Most=60-79%; Many=40-59%; Some=20-39%; Few=1-19%



# BOOKKEEPING, ACCOUNTING, AND AUDIT CLERKS, INCLUDING BOOKKEEPERS

17 Respondents Representing 38 Employees  
OES Code: 553380

Alternate Titles: Accountants, Accounting Managers

## DESCRIPTION

Bookkeeping, Accounting, and Auditing Clerks, including Bookkeepers, compute, classify, and record numerical data to keep sets of financial records complete. They perform any combination of routine calculating, posting, and verifying duties to obtain primary financial data for use in maintaining accounting records. They may also check the accuracy of figures, calculations, and postings pertaining to business transactions recorded by other workers. This report does not include individuals whose primary duty is operating special office machines.

## WAGES/BENEFITS

| WAGES:             | Low     | High    | Median  |
|--------------------|---------|---------|---------|
| No experience      | \$ 8.63 | \$20.00 | \$12.00 |
| Experience         | \$11.51 | \$20.19 | \$14.00 |
| 3 years experience | \$12.00 | \$25.00 | \$16.15 |

Hours: Almost all employers report an average 39-hour workweek. Some employers report an average 22-hour workweek for part timers.

| BENEFITS:         | Full Time  | Part Time |
|-------------------|------------|-----------|
| Medical Insurance | All        | Some      |
| Dental Insurance  | Almost All | Few       |
| Vision Insurance  | Many       | Few       |
| Life Insurance    | Most       | Few       |
| Paid Sick Leave   | Almost All | Some      |
| Paid Vacation     | Almost All | Some      |
| Retirement Plan   | Most       | Few       |
| Child Care        | Few        | None      |

## EMPLOYMENT TRENDS/SIZE

### OCCUPATIONAL FORECAST 1994-2001

Size: Very large (1994 employment 2,530)  
Growth Rating: Slow Decline (-1.2%)  
Job Openings: 270  
Average growth for all occupations in Marin County is 11.7%.

### SUPPLY/DEMAND ASSESSMENTS

*How difficult is it to find applicants?*

|                 |                           |
|-----------------|---------------------------|
| Fully Qualified | <i>Somewhat Difficult</i> |
| Inexperienced   | <i>Somewhat Difficult</i> |

### OCCUPATIONAL EMPLOYMENT DURING:

|               | Last Year  | Next 3 years |
|---------------|------------|--------------|
| Decline       | Few        | Few          |
| Remain Stable | Almost All | Most         |
| Grow          | Few        | Some         |

## TRAINING AND EXPERIENCE

### EDUCATION AND TRAINING

|                              |      |
|------------------------------|------|
| 1. High School or Equivalent | Some |
| 2. Some College              | Some |
| 3. Associate (2 year) Degree | Few  |
| 4. Bachelor (4 year) Degree  | Some |

### EXPERIENCE AND OTHER REQUIREMENTS

|   | Never | Sometimes | Usually | Always |
|---|-------|-----------|---------|--------|
| Work experience required:                   | None  | None      | Some    | Most   |
| Training as substitute for work experience: | Some  | Most      | None    | None   |

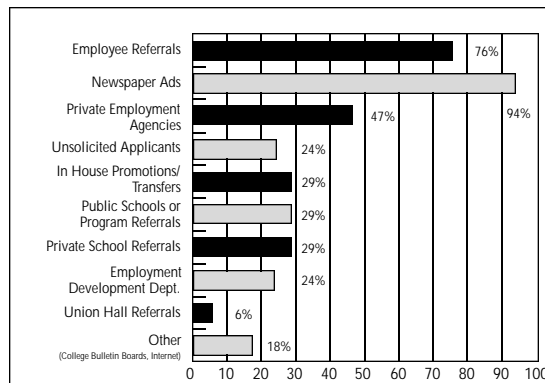
### JOB QUALIFICATIONS

*Ability to:* pay attention to detail; possess knowledge of accounting and audit terms; read and follow instructions; work independently.

*Skills in:* basic mathematics, grammar, spelling and punctuation.

*Knowledge of:* spreadsheet, word processing, database, desktop publishing.

### RECRUITMENT TECHNIQUES



## OTHER INFORMATION

### GENDER

Male: 8% Female: 92%

### PROMOTION

Most employers promote to other higher rated jobs, including management.

### AVAILABLE TRAINING

College of Marin  
Tamalpais Adult High School District

\*Legend: All=100%; Almost All=80-99%; Most=60-79%; Many=40-59%; Some=20-39%; Few=1-19%

# BUS AND TRUCK MECHANICS AND DIESEL ENGINE SPECIALISTS

15 Respondents Representing 103 Employees

OES CODE: 853110

Alternate Titles: Mechanics; Technicians

## DESCRIPTION

Bus and Truck Mechanics and Diesel Engine Specialists repair and maintain the operating condition of trucks, buses, and all types of diesel engines. This report may include mechanics working primarily with automobile diesel engines.

## WAGES/BENEFITS

| WAGES:             | Low     | High    | Median  |
|--------------------|---------|---------|---------|
| <b>(Non-Union)</b> |         |         |         |
| No experience      | \$10.00 | \$15.00 | \$12.50 |
| Experience         | \$13.75 | \$23.00 | \$16.00 |
| 3 years experience | \$18.50 | \$26.00 | \$22.00 |
| <b>(Union)</b>     |         |         |         |
| No experience      | \$11.77 | \$22.69 | \$13.68 |
| Experience         | \$14.33 | \$25.35 | \$17.47 |
| 3 years experience | \$15.82 | \$27.78 | \$20.80 |

Hours: All employers report an average 42-hour work-week. Few employers report an average 14-hour work-week for part time workers.

| BENEFITS:         | Full Time  | Part-Time |
|-------------------|------------|-----------|
| Medical Insurance | Almost All | Some      |
| Dental Insurance  | Almost All | Some      |
| Vision Insurance  | Many       | Some      |
| Life Insurance    | Many       | Few       |
| Paid Sick Leave   | Almost All | Some      |
| Paid Vacation     | All        | Some      |
| Retirement Plan   | Almost All | Some      |

## EMPLOYMENT TRENDS/SIZE

### OCCUPATIONAL FORECAST 1994-2001

Size: Medium (1994 employment 160)  
 Growth Rating: Average (12.5%)  
 Job Openings: 40  
 Average growth for all occupations in Marin County is 11.7%.

### SUPPLY/DEMAND ASSESSMENTS

*How difficult is it to find applicants?*

|                 |                           |
|-----------------|---------------------------|
| Fully Qualified | <i>Somewhat Difficult</i> |
| Inexperienced   | <i>Somewhat Difficult</i> |

### OCCUPATIONAL EMPLOYMENT DURING:

|               |           |              |
|---------------|-----------|--------------|
|               | Last Year | Next 3 years |
| Remain Stable | All       | All          |

## TRAINING AND EXPERIENCE

### EDUCATION AND TRAINING

1. High School or Equivalent All

### EXPERIENCE AND OTHER REQUIREMENTS

|   | Never | Sometimes | Usually | Always |
|---|-------|-----------|---------|--------|
| Work experience required:                   | None  | Some      | Many    | Some   |
| Training as substitute for work experience: | Many  | Many      | Few     | None   |

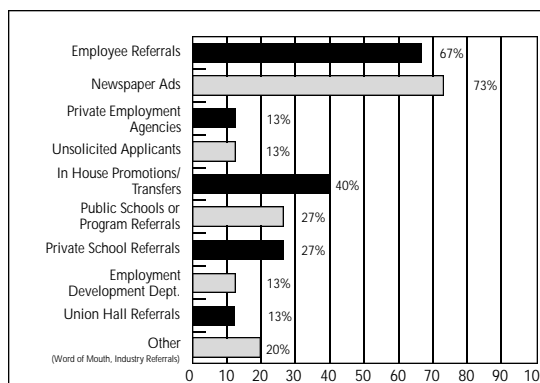
### JOB QUALIFICATIONS

*Ability to:* follow oral instructions; work under pressure; use hand tools; operate power tools; implement safe work practices; work in awkward positions; use hands, arms, and fingers; read and follow instructions; repair diesel engines.

*Skills in:* oral communication.

*Knowledge of:* electronic diagnosis and testing, computers.

### RECRUITMENT TECHNIQUES



## OTHER INFORMATION

### GENDER

Male: 100%

### PROMOTION

Almost all employers promote to higher rated jobs, including management.

### AVAILABLE TRAINING

Research indicates no local training is available.

\*Legend: All=100%; Almost All=80-99%; Most=60-79%; Many=40-59%; Some=20-39%; Few=1-19%

# CABINETMAKERS AND BENCH CARPENTERS

11 Respondents Representing 46 Employees

OES Code: 893110

Alternate Title: Carpenters

## DESCRIPTION

Cabinetmakers and Bench Carpenters cut, shape, and assemble wooden articles, such as store fixtures, office equipment, cabinets, and high grade furniture. They set up a variety of machines, such as power saws, jointers, mortisers, tenoners, molders, and shapers to cut and shape parts from wood stock.

## WAGES/BENEFITS

| WAGES:             | Low     | High    | Median  |
|--------------------|---------|---------|---------|
| No experience      | \$ 6.00 | \$10.00 | \$ 8.00 |
| Experience         | \$ 8.00 | \$20.00 | \$12.50 |
| 3 years experience | \$12.00 | \$22.00 | \$15.00 |

Hours: All employers report an average 40-hour work-week. Some employers report an average 25-hour work-week for part timers. Few employers report an average 25-hour workweek for temporary workers.

| BENEFITS:         | Full Time | Part Time |
|-------------------|-----------|-----------|
| Medical Insurance | All       | Few       |
| Dental Insurance  | Many      | None      |
| Vision Insurance  | Some      | None      |
| Life Insurance    | Some      | None      |
| Paid Sick Leave   | Some      | Few       |
| Paid Vacation     | Most      | Few       |
| Retirement Plan   | Many      | None      |

## EMPLOYMENT TRENDS/SIZE

### OCCUPATIONAL FORECAST 1994-2001

Size: Small (1994 employment 90)  
 Growth Rating: Much Faster than Average (22.2%)  
 Job Openings: 40  
 Average growth for all occupations in Marin County is 11.7%.

### SUPPLY/DEMAND ASSESSMENTS

*How difficult is it to find applicants?*

Fully Experienced *Very Difficult*  
 Inexperienced *A Little Difficult*

### OCCUPATIONAL EMPLOYMENT DURING:

|               | Last Year | Next 3 years |
|---------------|-----------|--------------|
| Decline       | Few       | Few          |
| Remain Stable | Some      | Some         |
| Grow          | Many      | Many         |

## TRAINING AND EXPERIENCE

### EDUCATION AND TRAINING

1. High School or Equivalent Most
2. Some College Many

### EXPERIENCE AND OTHER REQUIREMENTS

|   | Never | Sometimes | Usually | Always |
|---|-------|-----------|---------|--------|
| Work experience required:                   | None  | Few       | Most    | Few    |
| Training as substitute for work experience: | Some  | Many      | Few     | None   |

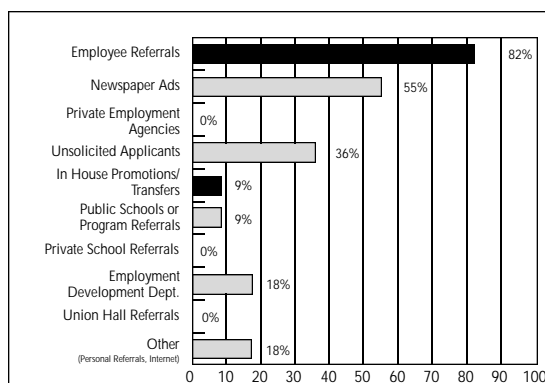
### JOB QUALIFICATIONS

*Ability to:* follow safe work practices; pay attention to detail; stand continuously for 2 or more hours; tolerate noise, dust, and fumes; possess finger dexterity, good eye-hand coordination and good vision; operate wood saws; perform precision work; use hand tools.

*Skills in:* arithmetic using fractions and decimals, oral communication.

*Knowledge of:* computers in performing tasks.

### RECRUITMENT TECHNIQUES



## OTHER INFORMATION

### GENDER

Male: 91% Female: 9%

### PROMOTION

Many employers do not promote.

### AVAILABLE TRAINING

Tamalpais Adult High School District

\*Legend: All=100%; Almost All=80-99%; Most=60-79%; Many=40-59%; Some=20-39%; Few=1-19%

# CASHIERS

15 Respondents Representing 310 Employees

OES CODE: 490230

Alternate Titles: Associates, Clerks

## DESCRIPTION

Cashiers receive and disburse cash payments, handle credit transactions, make change, issue receipts, and balance the tender drawer in a variety of establishments. Their work usually involves the use of adding machines, cash registers, and change makers.

## WAGES/BENEFITS

| WAGES:             | Low    | High    | Median  |
|--------------------|--------|---------|---------|
| No experience      | \$5.75 | \$ 9.00 | \$ 7.00 |
| Experience         | \$6.00 | \$18.50 | \$ 8.00 |
| 3 years experience | \$7.00 | \$18.50 | \$10.24 |

Wages: can include tip income.

Hours: Almost all employers report an average 39-hour workweek. Most employers report an average 21-hour workweek for part timers. Few employers report an average 9-hour workweek for temporary employees. Some employers report an average 35-hour workweek for seasonal employees.

| BENEFITS:         | Full Time | Part Time |
|-------------------|-----------|-----------|
| Medical Insurance | Most      | Few       |
| Dental Insurance  | Most      | Few       |
| Vision Insurance  | Many      | Few       |
| Life Insurance    | Most      | Few       |
| Paid Sick Leave   | Many      | Few       |
| Paid Vacation     | Most      | Few       |
| Retirement Plan   | Some      | Few       |

## EMPLOYMENT TRENDS/SIZE

### OCCUPATIONAL FORECAST 1994- 2001

Size: Very Large (1994 employment 2,130)  
 Growth Rating: Faster than Average (13.6%)  
 Job Openings: 790  
 Average growth for all occupations in Marin County is 11.7%.

### SUPPLY/DEMAND ASSESSMENTS

*How difficult is it to find applicants?*

|                 |                           |
|-----------------|---------------------------|
| Fully Qualified | <i>Somewhat Difficult</i> |
| Inexperienced   | <i>Somewhat Difficult</i> |

### OCCUPATIONAL EMPLOYMENT DURING:

|               | Last Year | Next 3 years |
|---------------|-----------|--------------|
| Decline       | Few       | None         |
| Remain Stable | Most      | Most         |
| Grow          | Some      | Some         |

## TRAINING AND EXPERIENCE

### EDUCATION AND TRAINING

1. High School or Equivalent Most
2. Some College Some

### EXPERIENCE AND OTHER REQUIREMENTS

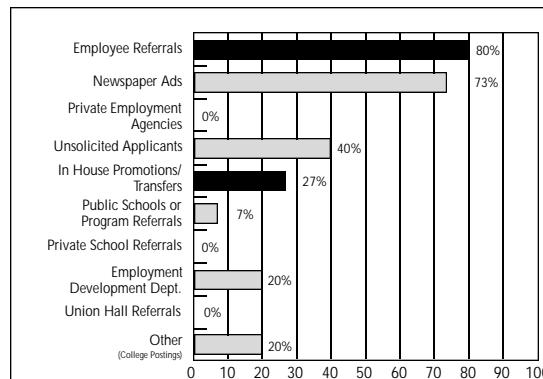
|   | Never | Sometimes | Usually | Always |
|---|-------|-----------|---------|--------|
| Work experience required:                   | Some  | Many      | Few     | Few    |
| Training as substitute for work experience: | Many  | Many      | Few     | None   |

### JOB QUALIFICATIONS

*Ability to:* follow oral instructions; read and follow instructions; stand continuously for 2 or more hours.

*Skills in:* customer service, oral communication, basic mathematics.

### RECRUITMENT TECHNIQUES



## OTHER INFORMATION

### GENDER

Male: 31% Female: 69%

### PROMOTION

Most employers promote to higher rated jobs, including management.

### AVAILABLE TRAINING

College of Marin  
 Tampais Adult High School District

\*Legend: All=100%; Almost All=80-99%; Most=60-79%; Many=40-59%; Some=20-39%; Few=1-19%

# COMPUTER NETWORK ADMINISTRATORS AND MANAGERS

17 Respondents Representing 44 Employees

Non OES CODE: 031262999

Alternate Titles: Directors of Information Systems; MIS Managers/Directors

## DESCRIPTION

Computer Network Administrators and Managers direct and oversee a firm's computer network and its related computing environments, including hardware, software, and all configurations. The network may be a Local Area Network (LAN) or a Wide Area Network (WAN) or both. They may make recommendations or make decisions regarding the purchase of equipment and report the fiscal impact to other company managers. They often plan and track projects, write proposals, troubleshoot both operating system and hardware. They often manage a team consisting of analysts and technicians, although in smaller companies they may work independently.

## WAGES/BENEFITS

| WAGES:             | Low     | High    | Median  |
|--------------------|---------|---------|---------|
| <b>(Non-Union)</b> |         |         |         |
| Experience         | \$12.00 | \$33.30 | \$24.35 |
| 3 years experience | \$15.00 | \$40.32 | \$31.49 |
| <b>(Union)</b>     |         |         |         |
| No experience      | \$16.24 | \$21.07 | \$18.66 |
| Experience         | \$17.08 | \$27.31 | \$17.91 |
| 3 years experience | \$19.74 | \$32.71 | \$22.46 |

Non Union employers do not hire inexperienced workers.

Hours: Almost all employers report an average 40-hour workweek. Few employers report a 20-hour workweek for part timers.

| BENEFITS:         | Full Time  | Part Time |
|-------------------|------------|-----------|
| Medical Insurance | All        | Few       |
| Dental Insurance  | All        | Few       |
| Vision Insurance  | Most       | Few       |
| Life Insurance    | All        | Few       |
| Paid Sick Leave   | Almost All | Few       |
| Paid Vacation     | Almost All | Few       |
| Retirement Plan   | Most       | Few       |
| Child Care        | Few        | None      |

## EMPLOYMENT TRENDS/SIZE

OCCUPATIONAL FORECAST 1994-2001  
Data Unavailable

SUPPLY/DEMAND ASSESSMENTS  
*How difficult is it to find applicants?*

|                 |                           |
|-----------------|---------------------------|
| Fully Qualified | <i>Somewhat Difficult</i> |
| Inexperienced   | <i>Somewhat Difficult</i> |

OCCUPATIONAL EMPLOYMENT DURING:

|               | Last Year  | Next 3 years |
|---------------|------------|--------------|
| Remain Stable | Almost All | Many         |
| Grow          | Few        | Many         |

## TRAINING AND EXPERIENCE

### EDUCATION AND TRAINING

|                              |      |
|------------------------------|------|
| 1. Some College              | Few  |
| 2. Associate (2 year) Degree | Many |
| 2. Bachelor (4 year) Degree  | Many |

### EXPERIENCE AND OTHER REQUIREMENTS

|   | Never | Sometimes | Usually | Always     |
|---|-------|-----------|---------|------------|
| Work experience required:                   | None  | Few       | Few     | Almost All |
| Training as substitute for work experience: | Most  | Some      | None    | None       |

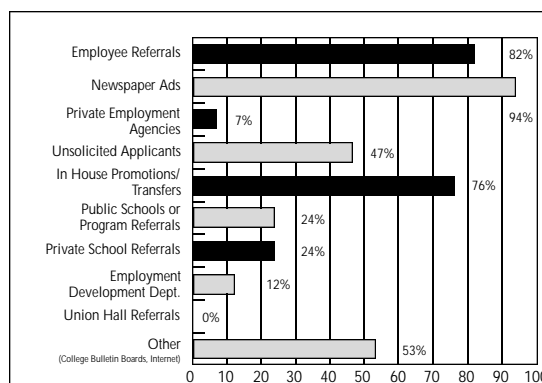
### JOB QUALIFICATIONS

*Ability to:* Information unavailable.

*Skills in:* Information unavailable.

*Knowledge of:* Information unavailable.

### RECRUITMENT TECHNIQUES



## OTHER INFORMATION

### GENDER

Male: 82% Female: 18%

### PROMOTION

Most employers promote to other higher rated jobs.

### AVAILABLE TRAINING

College of Marin  
Dominican College  
Marin County Office of Education,  
Regional Occupational Program (ROP)  
Tamalpais Adult High School District

\*Legend: All=100%; Almost All=80-99%; Most=60-79%; Many=40-59%; Some=20-39%; Few=1-19%

# FIRST LINE SUPERVISORS/MAN AGERS OF MECHANICS, INSTALLERS, AND REPAIRERS

15 Respondents Representing 41 Employees  
OES CODE: 810020

Alternate Titles: Managers, Service Managers

## DESCRIPTION

First Line Supervisors and Manager/Supervisors directly supervise and coordinate the activities of mechanics, repairers and installers. They may also supervise helpers assigned to these workers. Managers/Supervisors are generally found in smaller establishments where they perform both supervisory and management functions, such as accounting, marketing, and personnel work. In addition, Managers/Supervisors may also engage, in part, in the same repair work as the workers they supervise.

## WAGES/BENEFITS

| WAGES:             | Low     | High    | Median  |
|--------------------|---------|---------|---------|
| <b>(Non-Union)</b> |         |         |         |
| No experience      | \$ 9.00 | \$12.00 | \$11.51 |
| Experience         | \$ 8.29 | \$31.17 | \$17.39 |
| 3 years experience | \$12.00 | \$39.13 | \$20.79 |
| <b>(Union)</b>     |         |         |         |
| Experience         | \$29.16 | \$40.38 | \$30.04 |
| 3 years experience | \$29.16 | \$40.38 | \$32.74 |

Few non-union employers report bonus compensation. Union employers do not hire inexperienced workers.

Hours: All employers report an average 42-hour work-week.

| BENEFITS:         | Full Time  |
|-------------------|------------|
| Medical Insurance | All        |
| Dental Insurance  | Almost All |
| Vision Insurance  | Many       |
| Life Insurance    | Many       |
| Paid Sick Leave   | Most       |
| Paid Vacation     | Almost All |
| Retirement Plan   | Most       |

## EMPLOYMENT TRENDS/SIZE

### OCCUPATIONAL FORECAST 1994 - 2001

Size: Medium (1994 employment 180)  
Growth Rating: Slower than Average (5.6%)  
Job Openings: 40  
Average growth for all occupations in Marin County is 11.7%.

### SUPPLY/DEMAND ASSESSMENTS

*How difficult is it to find applicants?*

|                 |                           |
|-----------------|---------------------------|
| Fully Qualified | <i>Somewhat Difficult</i> |
| Inexperienced   | <i>A Little Difficult</i> |

### OCCUPATIONAL EMPLOYMENT DURING:

|               | Last Year | Next 3 years |
|---------------|-----------|--------------|
| Remain Stable | Most      | Many         |
| Grow          | Some      | Many         |

## TRAINING AND EXPERIENCE

### EDUCATION AND TRAINING

|                              |      |
|------------------------------|------|
| 1. High School or Equivalent | Many |
| 2. Some College              | Some |
| 1. Bachelor (4 year) Degree  | Few  |

### EXPERIENCE AND OTHER REQUIREMENTS

|                           | Never | Sometimes | Usually | Always |
|---------------------------|-------|-----------|---------|--------|
| Work experience required: | None  | Few       | Some    | Most   |

|   |      |      |     |      |
|---|------|------|-----|------|
| Training as substitute for work experience: | Many | Many | Few | None |
|---|------|------|-----|------|

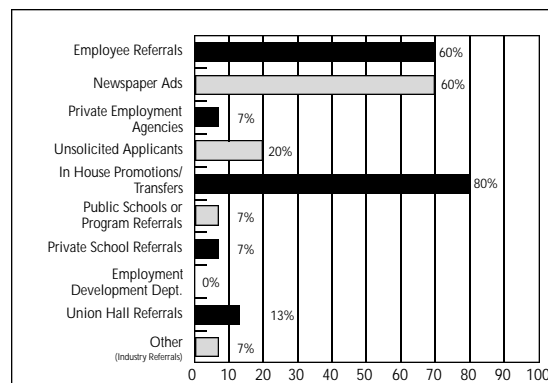
### JOB QUALIFICATIONS

**Ability to:** plan and organize the work of others; follow written instructions; manage multiple priorities, unexpected situations or circumstances, and a multicultural workforce; work independently; conduct performance appraisals; work with close supervision; follow safe equipment operating practices; give oral instructions; explain and follow grievance procedures; maintain shop/service records.

**Skills in:** oral communication, interpersonal, customer service.

**Knowledge of:** word processing, database, spreadsheet, human resources.

### RECRUITMENT TECHNIQUES



## OTHER INFORMATION

### GENDER

Male: 85% Female: 15%

### PROMOTION

Most employers promote to higher rated management jobs.

### AVAILABLE TRAINING

College of Marin  
Marin County Office of Education,  
Regional Occupational Program (ROP)

\*Legend: All=100%; Almost All=80-99%; Most=60-79%; Many=40-59%; Some=20-39%; Few=1-19%



# FIRST LINE SUPERVISORS AND MANAGERS/SUPERVISORS- PRODUCTION AND OPERATING WORKERS

15 Respondents Representing 36 Employees

OES Code: 810080

Alternate Titles: Plant Managers, Production Managers

## DESCRIPTION

First Line Supervisors and Managers/Supervisors of Production and Operating Workers directly supervise and coordinate activities of production and operating workers, such as testers, precision workers, machine setters and operators, assemblers, fabricators, or plant and system operators. Manager/supervisors are generally found in smaller establishments where they perform both supervisory and management functions, such as accounting, marketing, and personnel work. In addition, Manager/Supervisors may also engage, in part, in the same production work as the workers they supervise.

## WAGES/BENEFITS

|                    |        |         |         |
|--------------------|--------|---------|---------|
| WAGES:             | Low    | High    | Median  |
| No experience      | \$7.00 | \$11.99 | \$10.23 |
| Experience         | \$8.25 | \$23.97 | \$16.00 |
| 3 years experience | \$8.25 | \$28.77 | \$19.52 |

Hours: All employers report an average 42-hour workweek.

|                   |            |
|-------------------|------------|
| BENEFITS:         | Full Time  |
| Medical Insurance | Almost All |
| Dental Insurance  | Almost All |
| Vision Insurance  | Many       |
| Life Insurance    | Most       |
| Paid Sick Leave   | Almost All |
| Paid Vacation     | Almost All |
| Retirement Plan   | Many       |

## EMPLOYMENT TRENDS/SIZE

### OCCUPATIONAL FORECAST 1994 - 2001

Size: Small (1994 employment 90)  
Growth Rating: Slower than Average (1.6%)  
Job Openings: 20  
Average growth for all occupations in Marin County is 11.7%.

### SUPPLY/DEMAND ASSESSMENTS

*How difficult is it to find applicants?*

Fully Experienced *Somewhat Difficult*  
Inexperienced *Somewhat Difficult*

### OCCUPATIONAL EMPLOYMENT DURING:

|               |            |              |
|---------------|------------|--------------|
|               | Last Year  | Next 3 years |
| Decline       | Few        | None         |
| Remain Stable | Almost All | Most         |
| Grow          | Few        | Many         |

## TRAINING AND EXPERIENCE

### EDUCATION AND TRAINING

|                              |      |
|------------------------------|------|
| 1. High School or Equivalent | Few  |
| 2. Some College              | Most |
| 3. Bachelor (4 year) Degree  | Some |
| 4. Graduate Study            | Few  |

### EXPERIENCE AND OTHER REQUIREMENTS

|                           |       |           |         |        |
|---------------------------|-------|-----------|---------|--------|
|                           | Never | Sometimes | Usually | Always |
| Work experience required: | Few   | Few       | Few     | Most   |

|   |      |      |      |      |
|---|------|------|------|------|
| Training as substitute for work experience: | Many | Many | None | None |
|---|------|------|------|------|

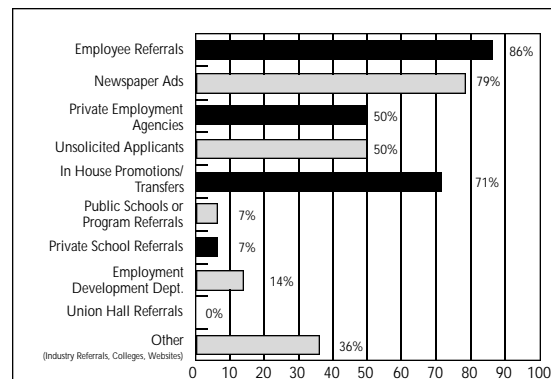
### JOB QUALIFICATIONS

*Ability to:* follow safe equipment operating practices; motivate others; plan and organize the work of others; work under pressure; conduct performance appraisals; give oral instructions; deal effectively with difficult individuals; read and follow instructions; set work priorities.

*Skills in:* problem solving, interpersonal, oral communication, basic mathematics.

*Knowledge of:* the technical aspects of subordinates' duties, word processing, database, spreadsheet, desktop publishing.

### RECRUITMENT TECHNIQUES



## OTHER INFORMATION

### GENDER

Male: 64% Female: 36%

### PROMOTION

Most employers promote to higher rated management jobs.

### AVAILABLE TRAINING

College of Marin

Marin County Office of Education,  
Regional Occupational Program (ROP)

\*Legend: All=100%; Almost All=80-99%; Most=60-79%; Many=40-59%; Some=20-39%; Few=1-19%



# FOOD PREPARATION WORKERS

15 Respondents Representing 324 Employees

OES Code: 650380

Alternate Titles: Cooks, Food Service Workers, Prep Cooks

## DESCRIPTION

Food Preparation Workers perform a variety of food preparation duties, such as preparing cold foods and maintaining and cleaning kitchen work areas, equipment, and utensils. They perform simple tasks such as preparing shellfish or slicing meat. They may brew coffee, tea, or chocolate or prepare sandwiches. They work in such places as a restaurant kitchen or delicatessen.

## WAGES/BENEFITS

| WAGES:             | Low    | High    | Median  |
|--------------------|--------|---------|---------|
| No experience      | \$5.75 | \$10.64 | \$ 7.35 |
| Experience         | \$5.75 | \$16.78 | \$ 8.00 |
| 3 years experience | \$5.75 | \$23.97 | \$10.00 |

Wages: Few employers report tip income.

Hours: Almost all employers report an average 40-hour workweek. Many employers report an average 24-hour workweek for part timers. Few employers report an average 11-hour workweek for temporary workers. Few employers report an average 16-hour workweek for seasonal workers.

| BENEFITS:         | Full Time  | Part Time |
|-------------------|------------|-----------|
| Medical Insurance | All        | Many      |
| Dental Insurance  | Most       | Many      |
| Vision Insurance  | Some       | Some      |
| Paid Sick Leave   | Most       | Many      |
| Paid Vacation     | Almost All | Many      |
| Retirement Plan   | Some       | Some      |

## EMPLOYMENT TRENDS/SIZE

### OCCUPATIONAL FORECAST 1994 - 2001

Size: Very Large (1994 employment 1,740)  
 Growth Rating: Slower than Average (9.8%)  
 Job Openings: 360  
 Average growth for all occupations in Marin County is 11.7%.

### SUPPLY/DEMAND ASSESSMENTS

*How difficult is it to find applicants?*

|                 |                           |
|-----------------|---------------------------|
| Fully Qualified | <i>Somewhat Difficult</i> |
| Inexperienced   | <i>A Little Difficult</i> |

### OCCUPATIONAL EMPLOYMENT DURING:

|               | Last Year | Next 3 years |
|---------------|-----------|--------------|
| Remain Stable | Most      | Most         |
| Grow          | Some      | Many         |

## TRAINING AND EXPERIENCE

### EDUCATION AND TRAINING

|                              |      |
|------------------------------|------|
| 1. Less than High School     | Some |
| 2. High School or Equivalent | Few  |
| 3. Some College              | Few  |
| 4. Associate (2year) Degree  | Many |

### EXPERIENCE AND OTHER REQUIREMENTS

|                           | Never | Sometimes | Usually | Always |
|---------------------------|-------|-----------|---------|--------|
| Work experience required: | Few   | Many      | Some    | Some   |

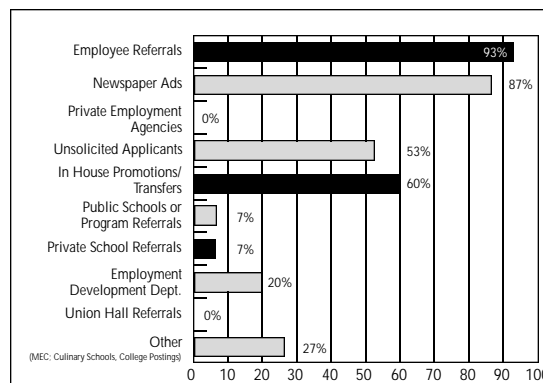
|   |     |      |     |      |
|---|-----|------|-----|------|
| Training as substitute for work experience: | Few | Many | Few | Some |
|---|-----|------|-----|------|

### JOB QUALIFICATIONS

*Ability to:* handle multiple food orders in a timely fashion; follow oral instructions; work rapidly; work under pressure; stand continuously for 2 or more hours.

*Skills in:* high standards of personal cleanliness, oral communication.

### RECRUITMENT TECHNIQUES



## OTHER INFORMATION

### GENDER

Male: 60% Female: 40%

### PROMOTION

Almost all employers promote to higher rated jobs, including management.

### AVAILABLE TRAINING

Marin County Office of Education,  
 Regional Occupational Program (ROP)

\*Legend: All=100%; Almost All=80-99%; Most=60-79%; Many=40-59%; Some=20-39%; Few=1-19%

# GENERAL OFFICE CLERKS

17 Respondents Representing 230 Employees

OES Code: 5534470

Alternate Titles: Clerk Typists, Office Assistants

## DESCRIPTION

General Office Clerks perform a wide variety of tasks. Clerical duties may be assigned in accordance with the office procedures of individual establishments and may include a combination of bookkeeping, typing, stenography, office machine operation, and filing. This report does not include workers whose duties are narrowly defined.

## WAGES/BENEFITS

| WAGES:             | Low     | High    | Median  |
|--------------------|---------|---------|---------|
| <b>(Non-Union)</b> |         |         |         |
| No experience      | \$ 6.50 | \$12.00 | \$ 9.00 |
| Experience         | \$ 8.00 | \$15.00 | \$11.00 |
| 3 years experience | \$10.00 | \$20.00 | \$13.50 |
| <b>(Union)</b>     |         |         |         |
| Experience         | \$12.08 | \$12.54 | \$12.31 |
| 3 years experience | \$13.33 | \$15.39 | \$14.61 |

Union employers do not hire inexperienced workers.

Hours: Almost all employers report an average 39-hour workweek. Many employers report an average 25-hour workweek for part timers. Few employers report an average 29-hour workweek for temporary workers and an average 32-hour workweek for seasonal workers.

| BENEFITS:         | Full Time  | Part Time |
|-------------------|------------|-----------|
| Medical Insurance | All        | Some      |
| Dental Insurance  | Almost All | Some      |
| Vision Insurance  | Some       | Few       |
| Life Insurance    | Many       | Few       |
| Paid Sick Leave   | Most       | Many      |
| Paid Vacation     | Almost All | Many      |
| Retirement Plan   | Many       | Few       |

## EMPLOYMENT TRENDS/SIZE

### OCCUPATIONAL FORECAST 1994 - 2001

Size: Very Large (1994 employment 3,010)  
 Growth Rating: Slower than Average (5%)  
 Job Openings: 660  
 Average for all occupations in Marin County is 11.7%.

### SUPPLY/DEMAND ASSESSMENTS

*How difficult is it to find applicants?*

Fully Qualified: *Somewhat Difficult*  
 Inexperienced: *A Little Difficult*

### OCCUPATIONAL EMPLOYMENT DURING:

|               | Last Year | Next 3 years |
|---------------|-----------|--------------|
| Remain Stable | Many      | Many         |
| Grow          | Some      | Many         |

## TRAINING AND EXPERIENCE

### EDUCATION AND TRAINING

|                              |      |
|------------------------------|------|
| 1. High School or Equivalent | Some |
| 2. Some College              | Most |
| 3. Bachelor (4 year) Degree  | Few  |

### EXPERIENCE AND OTHER REQUIREMENTS

|                           | Never | Sometimes | Usually | Always |
|---------------------------|-------|-----------|---------|--------|
| Work experience required: | None  | Some      | Many    | Some   |

|   | Few | Many | Some | None |
|---|-----|------|------|------|
| Training as substitute for work experience: |     |      |      |      |

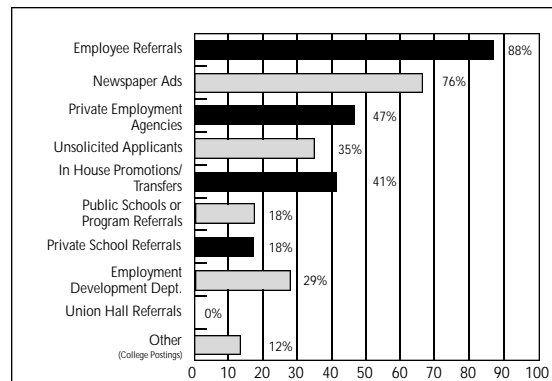
### JOB QUALIFICATIONS

*Ability to:* follow oral instructions; use time effectively; apply common sense; read and follow instructions; file alphabetically and numerically.

*Skills in:* customer service, oral communication, interpersonal.

*Knowledge of:* word processing, spreadsheet, database and desktop publishing.

### RECRUITMENT TECHNIQUES



## OTHER INFORMATION

### GENDER

Male: 22% Female: 78%

### PROMOTION

Most employers promote to other higher rated jobs.

### AVAILABLE TRAINING

College of Marin  
 Marin County Office of Education,  
 Regional Occupational Program (ROP)

\*Legend: All=100%; Almost All=80-99%; Most=60-79%; Many=40-59%; Some=20-39%; Few=1-19%

# INDUSTRIAL TRUCK AND TRACTOR OPERATORS

15 Respondents Representing 103 Employees

OES Code: 979470

Alternate Title: Fork Lift Operator

## DESCRIPTION

Industrial Truck and Tractor Operators operate gasoline or electric powered industrial trucks or tractors equipped with fork lift, elevated platform, or trailer hitch to move materials within an establishment, warehouse, storage yard, factory, or at a construction site. This report does not include Logging Tractor Operators.

## WAGES/BENEFITS

|                    |         |         |         |
|--------------------|---------|---------|---------|
| WAGES:             | Low     | High    | Median  |
| No experience      | \$ 7.00 | \$11.28 | \$ 8.50 |
| Experience         | \$ 7.50 | \$14.10 | \$10.00 |
| 3 years experience | \$ 8.00 | \$16.00 | \$12.00 |

Hours: Almost all employers report an average 40-hour workweek. Few employers report an average 28-hour workweek for part timers.

|                   |            |           |
|-------------------|------------|-----------|
| BENEFITS:         | Full Time  | Part Time |
| Medical Insurance | Almost All | None      |
| Vision Insurance  | Many       | None      |
| Life Insurance    | Many       | None      |
| Paid Sick Leave   | Almost All | None      |
| Paid Vacation     | Almost All | None      |
| Retirement Plan   | Some       | None      |
| Child Care        | Few        | None      |

## EMPLOYMENT TRENDS/SIZE

### OCCUPATIONAL FORECAST

Size: Small (1994 employment 150)  
 Growth Rating: Much Faster than Average (20%)  
 Job Openings: 50  
 Average growth for all occupations in Marin County is 11.7%.

### SUPPLY/DEMAND ASSESSMENTS

*How difficult is it to find applicants?*

Fully Qualified: Somewhat Difficult  
 Inexperienced: A Little Difficult

### OCCUPATIONAL EMPLOYMENT DURING:

|               |            |              |
|---------------|------------|--------------|
|               | Last Year  | Next 3 years |
| Remain Stable | Almost All | Most         |
| Grow          | Some       | Some         |

## TRAINING AND EXPERIENCE

### EDUCATION AND TRAINING

1. High School or Equivalent: All

### EXPERIENCE AND OTHER REQUIREMENTS

|                           |       |           |         |        |
|---------------------------|-------|-----------|---------|--------|
|                           | Never | Sometimes | Usually | Always |
| Work experience required: | Some  | Some      | Some    | Some   |

|   |      |      |      |      |
|---|------|------|------|------|
| Training as substitute for work experience: | Many | Some | Some | None |
|---|------|------|------|------|

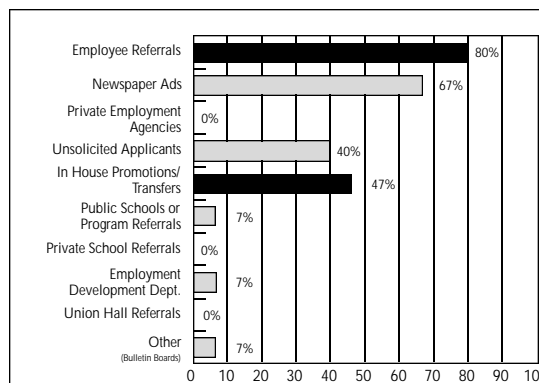
### JOB QUALIFICATIONS

*Ability to:* implement safe work practices; perform strenuous, physically demanding work; maintain good physical condition and hearing; tolerate noise and dust; work independently.

*Skills in:* oral communication, interpersonal.

*Certificates:* fork lift driver.

### RECRUITMENT TECHNIQUES



## OTHER INFORMATION

### GENDER

Male: 84% Female: 16%

### PROMOTION

Almost all employers promote to other higher rated jobs, including management.

### AVAILABLE TRAINING

Research indicates no formal, local training is available.

\*Legend: All=100%; Almost All=80-99%; Most=60-79%; Many=40-59%; Some=20-39%; Few=1-19%

# LABORERS, LANDSCAPING AND GROUNDSKEEPING

15 Respondents Representing 286 Employees

OES Code: 790410

Alternate Titles: Gardeners, Landscape Laborers

## DESCRIPTION

Landscaping and Groundskeeping Laborers landscape and/or maintain grounds of property using hand or power tools or equipment. May work in nursery facility or at customer location. Workers typically perform a variety of tasks, which may include any combination of the following: sod laying, mowing, trimming, planting, watering, fertilizing, digging, raking, and sprinkler installation. Workers may help brick and stone masons.

## WAGES/BENEFITS

| WAGES:             | Low    | High    | Median  |
|--------------------|--------|---------|---------|
| No experience      | \$6.00 | \$12.86 | \$ 7.00 |
| Experience         | \$7.00 | \$13.31 | \$ 9.00 |
| 3 years experience | \$7.00 | \$22.00 | \$12.00 |

Union wages are at the upper end of the ranges.

Hours: Almost all employers report an average 40-hour workweek. Few employers report an average 20-hour workweek for part timers. Few employers report an average 40-hour workweek for temporary workers. Some employers report an average 39-hour workweek for seasonal workers.

| BENEFITS:         | Full Time  | Part Time |
|-------------------|------------|-----------|
| Medical Insurance | Almost All | Few       |
| Dental Insurance  | Many       | Few       |
| Vision Insurance  | Some       | Few       |
| Life Insurance    | Some       | None      |
| Paid Sick Leave   | Many       | Some      |
| Paid Vacation     | Most       | Some      |
| Retirement Plan   | Most       | Few       |

## EMPLOYMENT TRENDS/SIZE

### OCCUPATIONAL FORECAST 1994 - 2001

Size: Large (1994 employment 610)  
 Growth Rating: Average (11.5%)  
 Job Openings: 140  
 Average growth for all occupations in Marin County is 11.7%.

### SUPPLY/DEMAND ASSESSMENTS

*How difficult is it to find applicants?*

|                 |                           |
|-----------------|---------------------------|
| Fully Qualified | <i>Somewhat Difficult</i> |
| Inexperienced   | <i>A Little Difficult</i> |

### OCCUPATIONAL EMPLOYMENT DURING:

|               | Last Year | Next 3 years |
|---------------|-----------|--------------|
| Remain Stable | Some      | Some         |
| Grow          | Most      | Most         |

## TRAINING AND EXPERIENCE

### EDUCATION AND TRAINING

|                              |      |
|------------------------------|------|
| 1. Less than High School     | Some |
| 2. High School or Equivalent | Most |
| 3. Some College              | Few  |
| 4. Bachelor (4 year) Degree  | Few  |

### EXPERIENCE AND OTHER REQUIREMENTS

|                           | Never | Sometimes | Usually | Always |
|---------------------------|-------|-----------|---------|--------|
| Work experience required: | None  | Most      | Some    | Few    |

|   |      |      |      |     |
|---|------|------|------|-----|
| Training as substitute for work experience: | Some | Many | Some | Few |
|---|------|------|------|-----|

### JOB QUALIFICATIONS

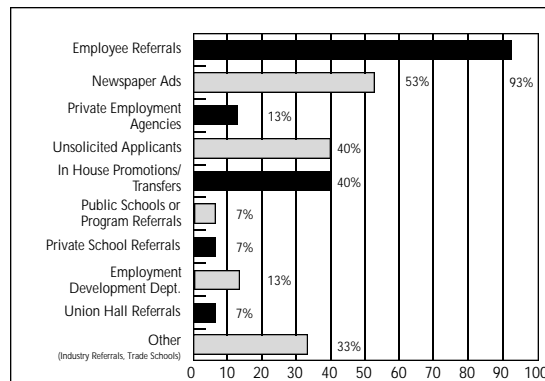
*Ability to:* use gardening tools; prune; lift at least 75 lbs. repeatedly; read and follow instructions; maintain good driving record.

*Skills in:* oral communication, public contact.

*Knowledge of:* horticulture, including pesticides and herbicides.

*Certificates and Licenses:* valid driver's license.

### RECRUITMENT TECHNIQUES



## OTHER INFORMATION

### GENDER

Male: 93% Female: 7%

### PROMOTION

Almost All employers promote to other higher rated jobs, including supervisor.

### AVAILABLE TRAINING

College of Marin  
 Marin County Office of Education,  
 Regional Occupational Program (ROP)

\*Legend: All=100%; Almost All=80-99%; Most=60-79%; Many=40-59%; Some=20-39%; Few=1-19%

# MARKETING, ADVERTISING, AND PUBLIC RELATIONS MANAGERS

15 Respondents Representing 44 Employees

OES Code: 130110

Alternate Title: Directors

## DESCRIPTION

Marketing, Advertising, and Public Relations Managers formulate marketing policies, direct sales activities, and plan, organize, and direct advertising and public relations activities for a department, an entire organization, or on an account basis.

## WAGES/BENEFITS

| WAGES:             | Low     | High    | Median  |
|--------------------|---------|---------|---------|
| No experience      | \$ 5.82 | \$12.95 | \$ 9.59 |
| Experience         | \$ 5.82 | \$37.85 | \$18.22 |
| 3 years experience | \$ 5.82 | \$45.42 | \$23.97 |

Few employers report bonus compensation.

Hours: Almost all employers report an average 41-hour workweek.

| BENEFITS:         | Full Time  |
|-------------------|------------|
| Medical Insurance | All        |
| Dental Insurance  | Almost All |
| Vision Insurance  | Many       |
| Life Insurance    | Many       |
| Paid Sick Leave   | Almost All |
| Paid Vacation     | All        |
| Retirement Plan   | Many       |

## EMPLOYMENT TRENDS/SIZE

### OCCUPATIONAL FORECAST 1994 - 2001

Size: Large (1994 employment 470)  
 Growth Rating: Much Faster than Average (21.3%)  
 Job Openings: 170  
 Average growth for all occupations in Marin County is 11.7%.

### SUPPLY/DEMAND ASSESSMENTS

*How difficult is it to find applicants?*

|                 |                           |
|-----------------|---------------------------|
| Fully Qualified | <i>Somewhat Difficult</i> |
| Inexperienced   | <i>A Little Difficult</i> |

### OCCUPATIONAL EMPLOYMENT DURING:

|               | Last Year  | Next 3 years |
|---------------|------------|--------------|
| Decline       | Few        | None         |
| Remain Stable | Almost All | Most         |
| Grow          | Few        | Some         |

## TRAINING AND EXPERIENCE

### EDUCATION AND TRAINING

|                              |      |
|------------------------------|------|
| 1. Associate (2 year) Degree | Few  |
| 2. Bachelors (4 year) Degree | Some |
| 3. Graduate Study            | Many |

### EXPERIENCE AND OTHER REQUIREMENTS

|   | Never | Sometimes | Usually | Always     |
|---|-------|-----------|---------|------------|
| Work experience required:                   | None  | Few       | Few     | Almost All |
| Training as substitute for work experience: | Most  | Some      | None    | None       |

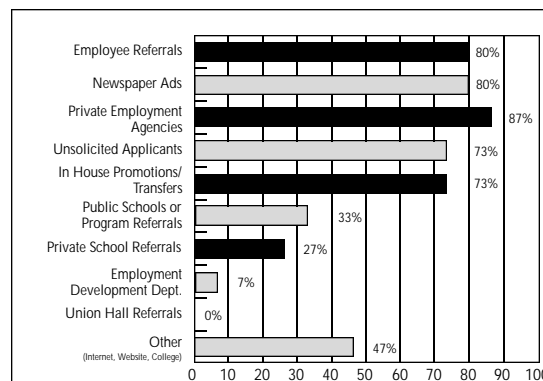
### JOB QUALIFICATIONS

*Ability to:* work as part of a team; work under pressure; manage unexpected situations; manage multiple priorities; work independently; apply marketing techniques; write effectively.

*Skills in:* interpersonal, oral communication.

*Knowledge of:* word processing, database, spreadsheet and desktop publishing.

### RECRUITMENT TECHNIQUES



## OTHER INFORMATION

### GENDER

Male: 52% Female: 48%

### PROMOTION

Most employers promote to higher rated management positions.

### AVAILABLE TRAINING

College of Marin  
 Marin County Office of Education,  
 Regional Occupational Program (ROP)

\*Legend: All=100%; Almost All=80-99%; Most=60-79%; Many=40-59%; Some=20-39%; Few=1-19%

# RECEPTIONISTS AND INFORMATION CLERKS

16 Respondents Representing 248 Employees

OES Code: 553050

Alternate Title: Administrative Assistants

## DESCRIPTION

Receptionists and Information Clerks answer inquiries and obtain information for the general public (customers, visitors, and other interested parties) concerning activities conducted at an establishment, such as the location of offices or persons within the firm, departments within the store, or services within the hotel. They may perform a variety of the other clerical duties. This report does not include Receptionists who primarily operate switchboards.

## WAGES/BENEFITS

| WAGES:             | Low    | High    | Median  |
|--------------------|--------|---------|---------|
| No experience      | \$8.00 | \$11.03 | \$ 8.82 |
| Experience         | \$7.00 | \$12.00 | \$ 9.79 |
| 3 years experience | \$8.75 | \$15.00 | \$11.25 |

Hours: Most employers report an average 40-hour work-week. Few employers report an average 23-hour work-week for part timers. Few employers report an average 29-hour workweek for seasonal workers.

| BENEFITS:         | Full Time  | Part Time |
|-------------------|------------|-----------|
| Medical Insurance | Almost All | Few       |
| Dental Insurance  | Most       | Few       |
| Vision Insurance  | Many       | Few       |
| Life Insurance    | Most       | Few       |
| Paid Sick Leave   | Most       | Few       |
| Paid Vacation     | Almost All | Few       |
| Retirement Plan   | Most       | Few       |

## EMPLOYMENT TRENDS/SIZE

### OCCUPATIONAL FORECAST 1994 - 2001

Size: Very large (1994 employment 1,340)  
 Growth Rating: Faster than Average (14.2%)  
 Job Openings: 410  
 Average growth for all occupations in Marin County is 11.7%.

### SUPPLY/DEMAND ASSESSMENTS

*How difficult is it to find applicants?*

|                 |                           |
|-----------------|---------------------------|
| Fully Qualified | <i>Somewhat Difficult</i> |
| Inexperienced   | <i>Somewhat Difficult</i> |

### OCCUPATIONAL EMPLOYMENT DURING:

|               | Last Year  | Next 3 years |
|---------------|------------|--------------|
| Remain Stable | Almost All | Many         |
| Grow          | Few        | Many         |

## TRAINING AND EXPERIENCE

### EDUCATION AND TRAINING

|                               |      |
|-------------------------------|------|
| 1. High School or Equivalent  | Few  |
| 2. Some College               | Few  |
| 3. Associate (2 year) Degree  | Many |
| 4. Bachelors (4 years) Degree | Many |

### EXPERIENCE AND OTHER REQUIREMENTS

|   | Never | Sometimes  | Usually | Always |
|---|-------|------------|---------|--------|
| Work experience required:                   | None  | Some       | Many    | Some   |
| Training as substitute for work experience: | None  | Almost All | Few     | None   |

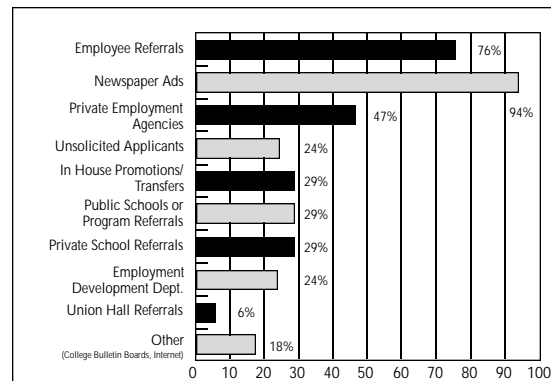
### JOB QUALIFICATIONS

*Ability to:* work under pressure; follow oral instructions; interact well with others; read and follow instructions.

*Skills in:* flexibility, listening, customer service, telephone answering, public contact.

*Knowledge of:* word processing, spreadsheet, database, e-mail, Internet.

### RECRUITMENT TECHNIQUES



## OTHER INFORMATION

### GENDER

Male: 18% Female: 82%

### PROMOTION

Almost All employers promote to other higher rated jobs, including management.

### AVAILABLE TRAINING

College of Marin  
 Marin County Office of Education,  
 Regional Occupational Program (ROP)

\*Legend: All=100%; Almost All=80-99%; Most=60-79%; Many=40-59%; Some=20-39%; Few=1-19%

# SALES AGENTS AND PLACERS-INSURANCE

14 Respondents Representing 93 Employees

OES Code: 430020

Alternate Titles: Producers, Sales Representatives

## DESCRIPTION

Sales agents and placers sell or advise clients on life insurance, endowments, fire, accident, and other types of insurance. They may refer clients to independent brokers or work as an independent broker or be employed by an insurance company.

## WAGES/BENEFITS

| WAGES:             | Low     | High    | Median  |
|--------------------|---------|---------|---------|
| No experience      | \$11.51 | \$18.41 | \$16.02 |
| Experience         | \$11.78 | \$40.38 | \$19.28 |
| 3 years experience | \$12.60 | \$29.27 | \$26.37 |

Many employers report wages may combine salary and commissions.

Hours: All employers report an average 40-hour work-week. Few employers report an average 20-hour work-week for part timers.

| BENEFITS:         | Full Time  | Part Time |
|-------------------|------------|-----------|
| Medical Insurance | Almost All | Few       |
| Dental Insurance  | Almost All | Few       |
| Vision Insurance  | Many       | Few       |
| Life Insurance    | Almost All | Few       |
| Paid Sick Leave   | Almost All | Few       |
| Paid Vacation     | Almost All | Few       |
| Retirement Plan   | Almost All | Few       |

## EMPLOYMENT TRENDS/SIZE

### OCCUPATIONAL FORECAST

Size: Large (1994 employment 740)  
 Growth Rating: Slower than Average (4.1%)  
 Job Openings: 80  
 Average growth for all occupations in Marin County is 11.7%.

### SUPPLY/DEMAND ASSESSMENTS

*How difficult is it to find applicants?*

Fully Experienced *Very Difficult*  
 Inexperienced *Somewhat Difficult*

### OCCUPATIONAL EMPLOYMENT DURING:

|               | Last Year  | Next 3 years |
|---------------|------------|--------------|
| Decline       | None       | Few          |
| Remain Stable | Almost All | Some         |
| Grow          | Few        | Most         |

## TRAINING AND EXPERIENCE

### EDUCATION AND TRAINING

|                              |      |
|------------------------------|------|
| 1. High School or Equivalent | Many |
| 2. Some College              | Some |
| 2. Bachelor (4 year) Degree  | Some |

### EXPERIENCE AND OTHER REQUIREMENTS

|                           | Never | Sometimes | Usually | Always |
|---------------------------|-------|-----------|---------|--------|
| Work experience required: | None  | Some      | None    | Most   |

|   |      |      |     |      |
|---|------|------|-----|------|
| Training as substitute for work experience: | Many | Some | Few | None |
|---|------|------|-----|------|

### JOB QUALIFICATIONS

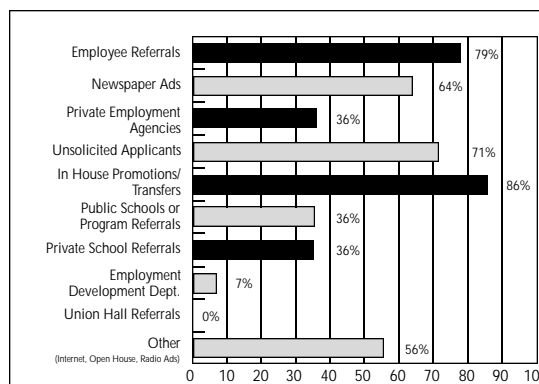
*Ability to:* read and follow instructions; follow oral instructions; work independently.

*Skills in:* customer service, oral communication, business and basic mathematics, verbal presentation.

*Knowledge of:* word processing, spreadsheet.

*Licenses:* licensed insurance agent.

### RECRUITMENT TECHNIQUES



## OTHER INFORMATION

### GENDER

Male: 42% Female: 58%

### PROMOTION

Most employers promote to other higher rated jobs, including management.

### AVAILABLE TRAINING

College of Marin  
 Dominican College  
 Marin County Office of Education,  
 Regional Occupational Program (ROP)

\*Legend: All=100%; Almost All=80-99%; Most=60-79%; Many=40-59%; Some=20-39%; Few=1-19%



# STOCK CLERKS-SALES FLOOR

15 Respondents Representing 581 Employees  
OES Code: 490210

Alternate Titles: Associates, Sales Associates

## DESCRIPTION

Stock Floor Stock Clerks receive, store, and issue merchandise on the sales floor, stock shelves, racks, cases, bins, and tables with merchandise, arrange displays of items to attract customers, and may periodically take physical count of stock or check and mark merchandise.

## WAGES/BENEFITS

| WAGES:             | Low     | High    | Median  |
|--------------------|---------|---------|---------|
| <b>(Non-Union)</b> |         |         |         |
| No experience      | \$ 6.00 | \$10.00 | \$ 7.00 |
| Experience         | \$ 6.50 | \$12.00 | \$ 8.50 |
| 3 years experience | \$ 7.00 | \$17.00 | \$10.50 |
| <b>(Union)</b>     |         |         |         |
| No experience      | \$ 5.78 | \$ 8.00 | \$ 6.89 |
| Experience         | \$10.00 | \$11.84 | \$10.92 |
| 3 years experience | \$16.00 | \$16.12 | \$16.06 |

Hours: All employers report an average 40-hour work-week. Almost all employers report an average 23-hour workweek for part timers. Few employers report an average 30-hour workweek for temporary workers and a 38-hour workweek for seasonal workers, respectively.

| BENEFITS:         | Full Time  | Part Time |
|-------------------|------------|-----------|
| Medical Insurance | All        | Some      |
| Dental Insurance  | Almost All | Some      |
| Vision Insurance  | Almost All | Some      |
| Life Insurance    | Almost All | Some      |
| Paid Sick Leave   | Almost All | Some      |
| Paid Vacation     | All        | Some      |
| Retirement Plan   | Most       | Some      |
| Child Care        | Few        | None      |

## EMPLOYMENT TRENDS/SIZE

### OCCUPATIONAL FORECAST 1994 - 2001

Size: Very Large (1994 employment 790)  
Growth Rating: Slower than Average (10.1%)  
Job Openings: 190  
Average growth for all occupations in Marin County is 11.7%.

### SUPPLY/DEMAND ASSESSMENTS

*How difficult is it to find applicants?*

|                   |                           |
|-------------------|---------------------------|
| Fully Experienced | <i>Somewhat Difficult</i> |
| Inexperienced     | <i>A Little Difficult</i> |

### OCCUPATIONAL EMPLOYMENT DURING:

|               | Last Year | Next 3 years |
|---------------|-----------|--------------|
| Remain Stable | Most      | Many         |
| Grow          | Many      | Most         |

## TRAINING AND EXPERIENCE

### EDUCATION AND TRAINING

1. High School or Equivalent Many
2. Some College Many

### EXPERIENCE AND OTHER REQUIREMENTS

|                           | Never | Sometimes | Usually | Always |
|---------------------------|-------|-----------|---------|--------|
| Work experience required: | Some  | Many      | Some    | Few    |

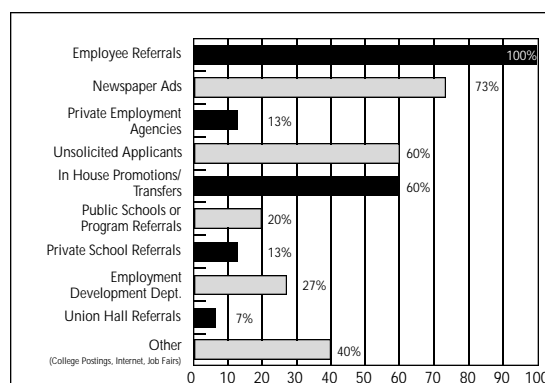
|   |      |      |     |     |
|---|------|------|-----|-----|
| Training as substitute for work experience: | Many | Many | Few | Few |
|---|------|------|-----|-----|

### JOB QUALIFICATIONS

*Ability to:* use time effectively; stand continuously for 2 or more hours; pay attention to detail; read and follow instructions.

*Skills in:* oral communication.

### RECRUITMENT TECHNIQUES



## OTHER INFORMATION

### GENDER

Male: 61% Female: 39%

### PROMOTION

Almost All employers promote to other higher rated jobs, including management.

### AVAILABLE TRAINING

College of Marin  
Marin County Office of Education,  
Regional Occupational Program (ROP)

\*Legend: All=100%; Almost All=80-99%; Most=60-79%; Many=40-59%; Some=20-39%; Few=1-19%

# STOCK CLERKS-STOCKROOM, WAREHOUSE, STORAGE YARD

15 Respondents Representing 126 Employees

OES Code: 580230

Alternate Titles: Materials, Shipping/Receiving

## DESCRIPTION

Stock Clerks receive, store, and issue materials, equipment, and other items from stockroom, warehouse, or storage yard, and keep records and compile stock reports. This report does not include Stockroom Laborers and workers whose primary duties involve shipping, weighing, and checking.

## WAGES/BENEFITS

| WAGES:             | Low    | High    | Median  |
|--------------------|--------|---------|---------|
| No experience      | \$6.50 | \$11.00 | \$ 8.00 |
| Experience         | \$7.00 | \$15.00 | \$ 9.00 |
| 3 years experience | \$8.50 | \$20.00 | \$11.00 |

Hours: Almost all employers report an average 40-hour workweek. Some employers report an average 21-hour workweek for part timers. Few employers report an average 40-hour workweek for temporary employees and seasonal employees.

| BENEFITS:         | Full Time  | Part Time |
|-------------------|------------|-----------|
| Medical Insurance | All        | Some      |
| Dental Insurance  | Most       | Some      |
| Vision Insurance  | Many       | Few       |
| Life Insurance    | Almost All | Some      |
| Paid Sick Leave   | Most       | Some      |
| Paid Vacation     | All        | Some      |
| Retirement Plan   | Many       | Few       |

## EMPLOYMENT TRENDS/SIZE

### OCCUPATIONAL FORECAST 1994 - 2001

Size: Large (1994 employment 634)  
 Growth Rating: Slower than average (10%)  
 Job Openings: 60  
 Average growth for all occupations in Marin County is 11.7%.

### SUPPLY/DEMAND ASSESSMENTS

*How difficult is it to find applicants?*

|                 |                           |
|-----------------|---------------------------|
| Fully Qualified | <i>Somewhat Difficult</i> |
| Inexperienced   | <i>A Little Difficult</i> |

### OCCUPATIONAL EMPLOYMENT DURING:

|               | Last Year | Next 3 years |
|---------------|-----------|--------------|
| Decline       | Few       | Few          |
| Remain Stable | Most      | Many         |
| Grow          | Some      | Some         |

## TRAINING AND EXPERIENCE

### EDUCATION AND TRAINING

1. High School or Equivalent Almost All
2. Some College Few

### EXPERIENCE AND OTHER REQUIREMENTS

|                           | Never | Sometimes | Usually | Always |
|---------------------------|-------|-----------|---------|--------|
| Work experience required: | Many  | Some      | Some    | Few    |

|   |      |      |     |     |
|---|------|------|-----|-----|
| Training as substitute for work experience: | Some | Most | Few | Few |
|---|------|------|-----|-----|

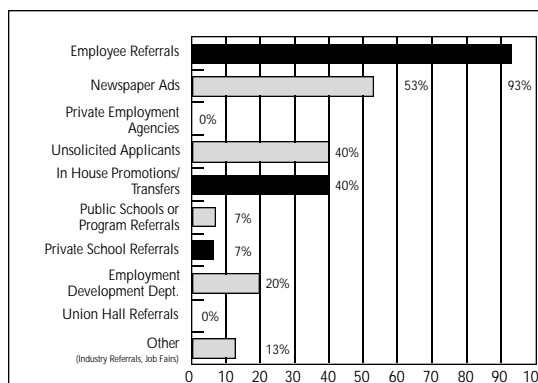
### JOB QUALIFICATIONS

*Ability to:* interact well with others; work under pressure; follow oral instructions; stand for prolonged periods; accurately record and report information.

*Skills in:* creativity, problem solving.

*Knowledge of:* computerized data entry and shipping.

### RECRUITMENT TECHNIQUES



## OTHER INFORMATION

### GENDER

Male: 76% Female: 24%

### PROMOTION

Almost All employers promote to other higher rated jobs, including management.

### AVAILABLE TRAINING

Marin County Office of Education,  
 Regional Occupational Program (ROP)  
 Tamalpais Adult High School District

\*Legend: All=100%; Almost All=80-99%; Most=60-79%; Many=40-59%; Some=20-39%; Few=1-19%

# WRITERS AND EDITORS

16 Respondents Representing 57 Employees

OES Code: 340020

Alternate Titles: Reporters, Directors

## DESCRIPTION

Writers and Editors originate and prepare written material such as scripts, stories, news items, advertisements, and other material. They coordinate, edit, and analyze prepared written material. This report may include Managing Editors, but does not include Publicity Writers, Public Relations Specialists, and Technical Writers.

## WAGES/BENEFITS

| WAGES:             | Low    | High    | Median  |
|--------------------|--------|---------|---------|
| No experience      | \$5.82 | \$15.78 | \$10.00 |
| Experience         | \$5.82 | \$28.77 | \$18.42 |
| 3 years experience | \$5.82 | \$31.78 | \$22.78 |

Few employers report bonus compensation.

Hours: Almost all employers report an average 40-hour workweek. Many employers report an average 29-hour workweek for part timers. Few employers report an average 38-hour workweek for temporary workers.

| BENEFITS:         | Full Time  | Part Time |
|-------------------|------------|-----------|
| Medical Insurance | Almost All | None      |
| Dental Insurance  | Almost All | None      |
| Vision Insurance  | Some       | None      |
| Life Insurance    | Many       | None      |
| Paid Sick Leave   | Almost All | None      |
| Paid Vacation     | Almost All | None      |
| Retirement Plan   | Many       | None      |
| Child Care        | Few        | None      |

## EMPLOYMENT TRENDS/SIZE

### OCCUPATIONAL FORECAST 1994 - 2001

Size: Medium (1994 employment 260)  
 Growth Rating: Much Faster than Average (19.2%)  
 Job Openings: 90  
 Average growth for all occupations in Marin County is 11.7%.

### SUPPLY/DEMAND ASSESSMENTS

*How difficult is it to find applicants?*

|                 |                           |
|-----------------|---------------------------|
| Fully Qualified | <i>Somewhat Difficult</i> |
| Inexperienced   | <i>Somewhat Difficult</i> |

### OCCUPATIONAL EMPLOYMENT DURING:

|               | Last Year | Next 3 years |
|---------------|-----------|--------------|
| Remain Stable | Most      | Most         |
| Grow          | Some      | Some         |

## TRAINING AND EXPERIENCE

### EDUCATION AND TRAINING

1. High School or Equivalent Few
2. Bachelor (4 year) Degree Almost All

### EXPERIENCE AND OTHER REQUIREMENTS

Work experience required: Never Sometimes Usually Always  
None Few Some Most

Training as substitute for work experience: Many Many Few None

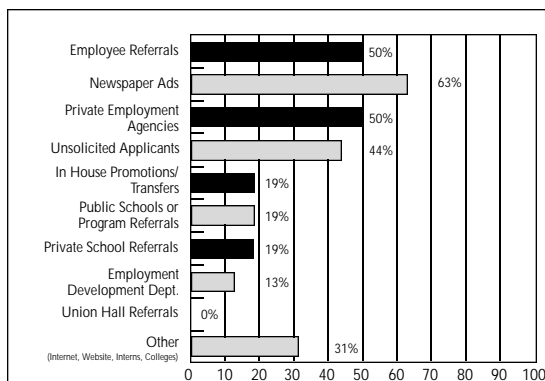
### JOB QUALIFICATIONS

*Ability to:* work under pressure; read and comprehend information quickly.

*Skills in:* grammar, spelling, and punctuation.

*Knowledge of:* word processing, desktop publishing, data-base, spreadsheet, Internet.

### RECRUITMENT TECHNIQUES



## OTHER INFORMATION

### GENDER

Male: 51% Female: 49%

### PROMOTION

Many employers promote to other higher rated jobs, including management.

### AVAILABLE TRAINING

College of Marin  
 Dominican College  
 Marin County Office of Education,  
 Regional Occupational Program (ROP)

\*Legend: All=100%; Almost All=80-99%; Most=60-79%; Many=40-59%; Some=20-39%; Few=1-19%

## TRAINING PROVIDERS:

The following list of Marin County training providers offer preparation for many of the occupations summarized in this report.

### School

### Areas of Study

College of Marin, Kentfield Campus  
835 College Avenue  
Kentfield, CA 94994  
(415) 457-8811  
FAX (415) 456-7770

Automotive Technology; Business Administration; Business Office Systems; Communications; Computer Information Systems; English; Environmental Landscaping; Journalism; Management; Mathematics.

Dominican College of San Rafael  
50 Acacia Avenue  
San Rafael, CA 94901  
(415) 485-3204  
FAX (415) 485-3205

English Literature; Mathematics and Computer Science.

Marin County Office of Education,  
Regional Occupational Program  
111 Las Gallinas Avenue  
San Rafael, CA 94903  
(415) 499-5860  
FAX (415) 491-6622

Business and Marketing; Service Occupations.

Tamalpais Adult High School District  
P.O. Box 605  
Larkspur, CA 94777  
(415) 945-3730  
FAX (415) 945-3767

Business; Computers; Home Arts; Technical Arts.

\*Legend: All=100%; Almost All=80-99%; Most=60-79%; Many=40-59%; Some=20-39%; Few=1-19%

# THE CCOIS QUESTIONNAIRE



Please return completed questionnaire to:

Marin Employment Connection  
4340 Redwood Highway, Suite E354  
San Rafael CA 94903

Phone: (415) 446-4453

Fax: (415) 446-4441

## ALL RESPONSES ARE KEPT STRICTLY CONFIDENTIAL

Whom should we contact with any further questions?

NAME: \_\_\_\_\_

POSITION: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

Please complete this questionnaire for the occupation described below. If you have multiple locations, please confine your answers to locations in Marin County. Please call the number above if you have questions.

## MARKETING, ADVERTISING, AND PUBLIC RELATIONS MANAGERS

Marketing, Advertising, and Public Relations Managers formulate marketing policies, direct sales activities, and plan, organize, and direct advertising and public relations activities for a department, an entire organization, or on an account basis.

1. What job title(s) do you use for these duties \_\_\_\_\_ 005

2. How many employees do you currently have in this occupation? \_\_\_\_\_ 010

How many of these fall within each of the following categories, and how many hours per week do they work, on average?

|                       | NUMBER OF EMPLOYEES   |  |  |  | AVERAGE WEEKLY HOURS |  |  |  |  |  |  |  |  |  |  |  |  |     |   |  |  |  |  |  |  |  |  |     |
|-----------------------|---|--|--|--|----------------------|--|--|--|--|--|--|--|--|--|--|--|--|-----|---|--|--|--|--|--|--|--|--|-----|
| Regular, Full Time:   | <table><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr></table> |  |  |  |                      |  |  |  |  |  |  |  |  |  |  |  |  | 590 | <table><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table> |  |  |  |  |  |  |  |  | 591 |
|                       |   |  |  |  |                      |  |  |  |  |  |  |  |  |  |  |  |  |     |   |  |  |  |  |  |  |  |  |     |
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|                       |   |  |  |  |                      |  |  |  |  |  |  |  |  |  |  |  |  |     |   |  |  |  |  |  |  |  |  |     |
| Regular, Part Time:   | <table><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr></table> |  |  |  |                      |  |  |  |  |  |  |  |  |  |  |  |  | 650 | <table><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table> |  |  |  |  |  |  |  |  | 651 |
|                       |   |  |  |  |                      |  |  |  |  |  |  |  |  |  |  |  |  |     |   |  |  |  |  |  |  |  |  |     |
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| Temporary Or On-Call: | <table><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr></table> |  |  |  |                      |  |  |  |  |  |  |  |  |  |  |  |  | 630 | <table><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table> |  |  |  |  |  |  |  |  | 631 |
|                       |   |  |  |  |                      |  |  |  |  |  |  |  |  |  |  |  |  |     |   |  |  |  |  |  |  |  |  |     |
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| Seasonal:             | <table><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr></table> |  |  |  |                      |  |  |  |  |  |  |  |  |  |  |  |  | 610 | <table><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table> |  |  |  |  |  |  |  |  | 611 |
|                       |   |  |  |  |                      |  |  |  |  |  |  |  |  |  |  |  |  |     |   |  |  |  |  |  |  |  |  |     |
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|                       |   |  |  |  |                      |  |  |  |  |  |  |  |  |  |  |  |  |     |   |  |  |  |  |  |  |  |  |     |

3. Of the people you have hired into this occupation over the last 12 months, how many were hired to fill:

vacancies resulting from promotions within your firm?

vacancies resulting from people in permanent positions leaving your firm?

new permanent positions resulting from growth?

temporary or seasonal positions?

|  |  |  |  |  |     |
|--|--|--|--|--|-----|
|  |  |  |  |  | 031 |
|  |  |  |  |  | 032 |
|  |  |  |  |  | 030 |
|  |  |  |  |  | 033 |

4. Of the employees you currently have in this occupation, how many are: MALE? \_\_\_\_\_ 060 FEMALE? \_\_\_\_\_ 061

5. During the last year, did your firm's employment in this occupation: (Please Check One)

DECLINE ☐ 480 3

REMAIN STABLE ☐ 480 2

GROW ☐ 480 1

Why? \_\_\_\_\_ 481

6. Over the next three years, do you expect your firm's employment in this occupation to: (Please Check One)

DECLINE ☐ 740 3

REMAIN STABLE ☐ 740 2

GROW ☐ 740 1

Why? \_\_\_\_\_ 741

7. Are your employees in this occupation members of a union? (Please Check One) YES ☐ 300 1 NO ☐ 300 2

8. For the people you hire into this occupation, is previous experience required? (Please Check One)

NEVER ☐ 390 4

SOMETIMES ☐ 390 3

USUALLY ☐ 390 2

ALWAYS ☐ 390 1

9. If you require previous experience, what jobs can it be in and how many months of experience meet your qualifications?

\_\_\_\_\_  
(Job Title) 414 (Months of Experience) 416 \_\_\_\_\_  
(Job Title) 415 (Months of Experience) 417

10. How difficult is it to find **fully experienced and qualified** applicants? (Please Check One)

NOT DIFFICULT ☐ 721 1    A LITTLE DIFFICULT ☐ 721 2    SOMEWHAT DIFFICULT ☐ 721 3    VERY DIFFICULT ☐ 721 4

---

11. If you ever hire **inexperienced** applicants (trained or untrained), how difficult is it to find applicants who meet your hiring standards? (Please Check One)

NOT DIFFICULT ☐ 731 1    A LITTLE DIFFICULT ☐ 731 2    SOMEWHAT DIFFICULT ☐ 731 3    VERY DIFFICULT ☐ 731 4

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12. Is training acceptable as a substitute for experience? (Please Check One)

NEVER ☐ 391 4    SOMETIMES ☐ 391 3    USUALLY ☐ 391 2    ALWAYS ☐ 391 1

---

13. If training or certification is required prior to employment, please describe what is needed and how much.

(Training or Certification Needed) \_\_\_\_\_ 153    (Months of Training) \_\_\_\_\_ 156

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14. What level of formal education do most of your recently hired employees in this occupation have? (Please Check One)

|                             |                              |                           |                              |
|-----------------------------|------------------------------|---------------------------|------------------------------|
| LESS THAN HIGH SCHOOL       | <input type="checkbox"/> 140 | ASSOCIATE (2 YEAR) DEGREE | <input type="checkbox"/> 142 |
| HIGH SCHOOL OR EQUIVALENT   | <input type="checkbox"/> 141 | BACHELOR (4 YEAR) DEGREE  | <input type="checkbox"/> 144 |
| SOME COLLEGE, BUT NO DEGREE | <input type="checkbox"/> 157 | GRADUATE STUDY            | <input type="checkbox"/> 158 |

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15. What type of computer software skills, if any, do you seek in applicants for this occupation? (Please check all that apply)

WORD PROCESSING ☐ 051    SPREADSHEET ☐ 050    DATABASE ☐ 052    DESKTOP PUBLISHING ☐ 053

Other (Please Specify): \_\_\_\_\_ 054    \_\_\_\_\_ 055

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16. Over the next three years, what new skills are needed to perform the functions of this occupation and what skills are becoming obsolete?

NEW SKILLS: \_\_\_\_\_ 480    OBSOLETE SKILLS: \_\_\_\_\_ 482

\_\_\_\_\_ 481    \_\_\_\_\_ 483

---

17. What is the usual income earned by your employees in this occupation at the following levels of skill and experience? Please separate the base wage or salary from tips and commissions, if applicable.

|   | BASE WAGE OR SALARY |     | TIPS OR COMMISSIONS |     |
|---|---------------------|-----|---------------------|-----|
| New Hires With No Experience (Trained or Untrained):    | \$ _____            | 550 | \$ _____            | 553 |
| New Hires Who Are Experienced:                          | \$ _____            | 551 | \$ _____            | 554 |
| Experienced Employees After Three Years With Your Firm: | \$ _____            | 552 | \$ _____            | 555 |

Per: (Please Check One)    HOUR ☐ 556 H    WEEK ☐ 556 W    HOUR ☐ 557 H    WEEK ☐ 557 W

MONTH ☐ 556 M    YEAR ☐ 556 A    MONTH ☐ 557 M    YEAR ☐ 557 A

Other (Please specify) \_\_\_\_\_ ☐ 556 O    Other \_\_\_\_\_ ☐ 557 O

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18. Does your firm offer benefits to employees in this occupation? (Please Check One)

YES ☐ 589 1    NO ☐ 589 2

If yes, please specify: (Please Check All That Apply)

|                               | FULL-TIME                    | PART-TIME                    |                 | FULL-TIME                    | PART-TIME                    |
|-------------------------------|------------------------------|------------------------------|-----------------|------------------------------|------------------------------|
| MEDICAL INSURANCE             | <input type="checkbox"/> 573 | <input type="checkbox"/> 583 | PAID SICK LEAVE | <input type="checkbox"/> 571 | <input type="checkbox"/> 581 |
| DENTAL INSURANCE              | <input type="checkbox"/> 574 | <input type="checkbox"/> 584 | PAID VACATION   | <input type="checkbox"/> 570 | <input type="checkbox"/> 580 |
| VISION INSURANCE              | <input type="checkbox"/> 575 | <input type="checkbox"/> 585 | RETIREMENT PLAN | <input type="checkbox"/> 572 | <input type="checkbox"/> 582 |
| LIFE INSURANCE                | <input type="checkbox"/> 576 | <input type="checkbox"/> 586 | CHILD CARE      | <input type="checkbox"/> 577 | <input type="checkbox"/> 587 |
| Other (Please Specify): _____ | 578                          |                              |                 |                              | 588                          |

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19. Do you ever promote employees from this occupation to higher level position? (Please Check One)

YES ☐ 514 1    NO ☐ 514 2

If yes, please specify: \_\_\_\_\_ 510

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20. When you recruit employees for this occupation, which of the following methods do you **primarily** use? (Check all that apply)

|                                |                              |                                    |                              |
|--------------------------------|------------------------------|------------------------------------|------------------------------|
| EMPLOYEES' REFERRALS           | <input type="checkbox"/> 371 | PUBLIC SCHOOL OR PROGRAM REFERRALS | <input type="checkbox"/> 376 |
| RECRUIT VIA NEWSPAPER ADS      | <input type="checkbox"/> 372 | PRIVATE SCHOOL REFERRALS           | <input type="checkbox"/> 377 |
| PRIVATE EMPLOYMENT AGENCIES    | <input type="checkbox"/> 373 | EMPLOYMENT DEVELOPMENT DEPT.       | <input type="checkbox"/> 374 |
| HIRE UNSOLICITED APPLICANTS    | <input type="checkbox"/> 379 | UNION HALL REFERRALS               | <input type="checkbox"/> 378 |
| IN-HOUSE PROMOTION OR TRANSFER | <input type="checkbox"/> 370 | Other (Please specify): _____      | <input type="checkbox"/> 380 |

**THANK YOU FOR YOUR COOPERATION !**

Would you like to receive the outlook summary for this or any other occupation? (Please check one)    YES ☐ 382 1    NO ☐ 382 2

NOTES:



NOTES:



***Marin Employment***  
**C•O•N•N•E•C•T•I•O•N**



Private Industry Council  
of Marin County

